
MyTVR launches new mobile TV service

A world-first services that allows users to record and playback content from free-to-air television and watch their favourite programs anywhere, anytime, was launched in Melbourne last week.

The new low-cost service is the only centralised personal video recorder to give viewers on demand access to all free to air television channels in one place, in just a few clicks. Delivered via broadband or 3G, TV programs can be watched on Mac, PC, iPhone and iPod touch, most Nokia media enabled mobiles and Android mobile devices.

Company founder and [myTVR](#) director, Michael Carew, said the idea was born out of a desire for a simple way to record TV shows.

“MyTVR lets you watch any television program on free-to-air TV without the need to buy an expensive recording device – or worse still, work out how to use it. MyTVR is all about being easy to use – you just click one button to record and playback,” he said.

He added that as it contains a complete television guide, users don’t need to visit different websites for each TV channel to see what’s available.

“All your favourite shows are in one place, and you can access them wherever and whenever you have internet or 3G mobile access – whether it’s on the train, during your lunch hour or even at home, when the rest of the house is monopolising the TV,” he said.

The service has been designed with mobile and internet users in mind, with file sizes at up to half the size of most existing IPTV services. Shows can be recorded and watched later, or just a second after the broadcast has started. MyTVR offers a free trial of the service and works on a low-cost subscription basis, where up to three hours of recording can be stored for \$5.85 per month and 12 hours for \$7.85; however, deleting recordings after watching them provides many more hours each month.

Mr Carew said the myTVR service will evolve in line with consumer feedback.

“We have developed a totally new model for watching TV on the go, and have plenty of ideas about its future. However, it’s all about the user, so we are in a process of hearing from them about their experiences, their ideas and what they want to see. This will help shape the future of myTVR as we go forward,” he said.

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